

EACH SPARK SETS OFF A TINY CYCLONE!

That's why the new DYNAFASH ENGINE, and TORQUE-FREE SPRINGING make the 1938 Buick chassis the Most Modern in the World

IT'S literal fact that you ride the whirlwind when your foot is on the treadle that bosses the new Buick DYNAFASH engine.

Every five inches this thrilling car travels, a fist-size hurricane lets go in a cylinder head, lending tornadic force to the downward power-push of the piston.

You feel the swell and lift of it, the dynamic eager flow of it to the quickening wheels, but you feel it tamed to the firm cool smoothness of polished marble through silk.

Every action of this magnificent traveler is a miracle of poise and quiet and security, and every drop of gasoline you burn gives up gloriously more of its hidden power.

Slip into the driver's seat, sample for yourself the inspired engineering that sets the 1938 Buick head and shoulders above any other automobile you will meet this year.

Apart from the flashing beauty of the car, its luxurious room, its sumptuous fittings, measure the astounding



WHAT HAPPENS IN THIS ENGINE

Rushing into the cylinder at speeds as high as 250 miles an hour, the fuel charge strikes a specially designed Turbulator built into the piston. Instantaneously it is converted into a tiny cyclone of terrific turbulence. The spark, flashing into this cyclone, fires a faster, cleaner, more furious explosion. This drives the piston downward with almost 10% stronger power-push from same rationing of gas.

performance of it and the ride that matches its astonishing stride.

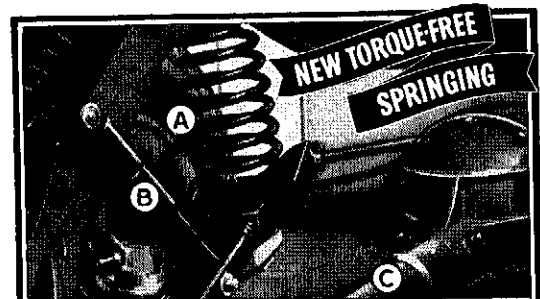
That level, floating, jarless going, that sense of almost flying, is given you by Buick's new TORQUE-FREE SPRINGING, which, adding new safety to new comfort, also lengthens rear tire life and blessedly reduces skids.

Not one but *both* of the stand-out engineering features of 1938 are yours in the new Buick — which tells you how to make your every new-car dollar do its full duty this next year!

BUYER'S DIGEST OF THE 1938 BUICK

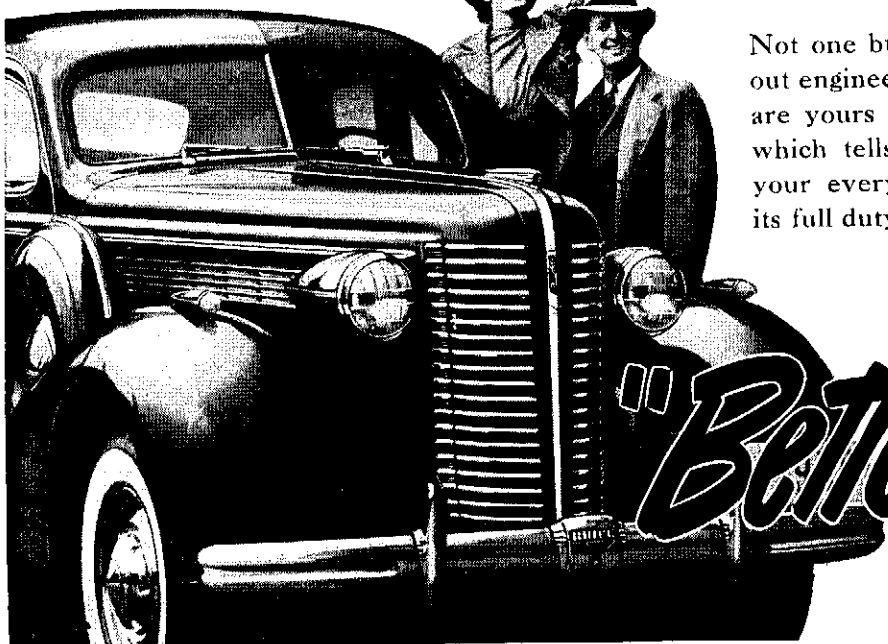
- ★ NEW DYNAFASH VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- ★ NEW TORQUE-FREE SPRINGING
- ★ TORQUE-TUBE DRIVE
- ★ NEW QUIET ZONE BODY MOUNTING
- ★ ANOLITE PISTONS
- ★ AEROBAT CARBURETOR
- ★ NEW BULL'S-EYE STEERING
- ★ TIP-TOE HYDRAULIC BRAKES
- ★ KNEE-ACTION FRONT SPRINGING
- ★ UNISTEEL BODY BY FISHER
- ★ BUILT-IN DEFROSTER CONNECTIONS

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES



A SAFETY CUSHION ON EACH WHEEL!

Buick replaces the usual leaf spring with this special spring (A) of stout coiled steel and big direct-acting Transport Type shock absorber (B). Rigidly aligned by Torque Tube (C), rear axle and wheels cannot twist or distort, cannot affect steering, greatly reducing danger from skids. No shackles, no greave points, no chatter, no premature rear tire wear from wheel-slip.



"Better buy Buick!"

A GENERAL



MOTORS VALUE

WHEN
BETTER AUTOMOBILES
ARE BUILT BUICK
WILL BUILD THEM